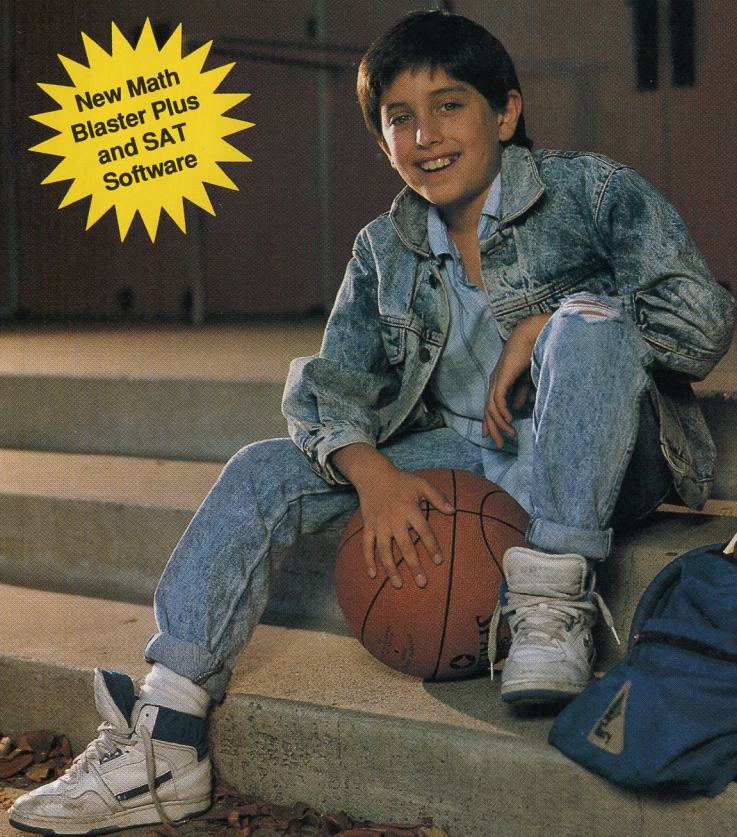


**I never thought I'd have so much fun
getting good grades.**

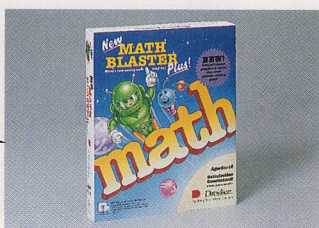
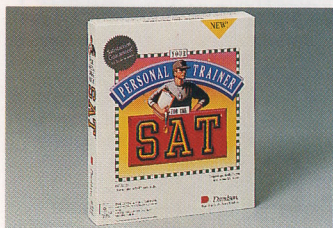
**New Math
Blaster Plus
and SAT
Software**



Davidson.

Teaching Tools From Teachers

*The Finest Selection of Premium
Quality Educational Software*



 **Davidson.**



Dear Parents,

As as parent myself, I've seen first hand what a positive effect good educational software can have on a child's success in school. But, I also know that selecting the right software is a challenging task. You want the software to provide valuable educational content so that your child can build essential academic skills. And you also want the software to be interesting and entertaining, so that your child is motivated to learn.

Davidson software is built upon these objectives. It is highly acclaimed for its educational value—your child will learn math and language skills, build problem-solving capabilities, and develop good study habits. But Davidson products offer *more* than rich content; they are intrinsically motivating as well. State-of-the-art graphics, animation and sound will capture your child's attention and imagination and make learning fun.

I have personally been involved in the development of all the products in this brochure. I know you'll be pleased with the quality of the educational content and the appeal and appropriateness of the presentation.

It is my commitment that these products will enrich your children educationally as well as encourage them to develop a love of learning.

Jan Davidson

Jan Davidson, Ph.D.
President and Founder
Davidson & Associates, Inc.

P.S. I personally guarantee that every Davidson program is the highest quality software available. If for any reason you are not completely satisfied with your order, simply return it to us for a full refund or exchange. Your satisfaction is 100% guaranteed!



Davidson packaging made from recycled paper board.

Customer Service

Five-Year Disk Warranty—If for any reason your disk becomes damaged, Davidson will replace it **FREE!** Mail only us the *damaged disk* with a note requesting a replacement.

FREE Disk Swap—To exchange your 5-1/4" disk for a 3-1/2" disk or vice versa, send us your disk *and* your disk swap card, which is included in each package.

Back-Up Disks—To receive a back-up of any Davidson software program, send us your registration card with a check or money order for \$9.95.

Upgrade Offers—If you have *Math Blaster™*, *Word Attack™*, *Alge-Blaster™*, or *Spell It™*, you can upgrade to the "PLUS" versions of these award-winning programs. Just send us your existing program disk only with a check or money order for \$19.95 each. Davidson will send you the program upgrade kit including the new disk and manual. Upgrade also applies from the "Plus" version to the "New" version of *Math Blaster Plus*.

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P.O. Box 2961, Torrance, CA 90509

System Requirements

PROGRAM	APPLE IIGS, IIC+, IIC Ile, II+	MAC 512, Plus, SE SE/30, II Series	IBM PC/AXT/AT PS2	TANDY 1000 Series and higher	COMM 64/128/ Amiga	ATARI ST
Alge-Blaster Plus!	128K ^{1,8}	1Mb ^{13,22}	512K ^{2,9,10,20}	512K ^{3,4,10,20}		
Grammar Gremlins	64K		128K ^{2,5,14}	256K ^{3,5,14}		
Homeworker:						
The Student Organizer	128K ^{1,8}		256K ^{2,9}	256K ³		
Math and Me	128K ^{1,7,8}		256K ^{2,5,9,14}	256K ^{3,5,14}		
Math Blaster Mystery	128K ^{1,8}	1Mb ¹⁷	256K ^{2,9,10,15,20}	256K ^{10,12,15,20}		
Math Blaster Plus!	128K ^{1,7,8}		256K ^{2,3,9,20}	256K ^{3,6,20}	X ^{6,18}	512K
New Math Blaster Plus!		1Mb ^{13,22}	512K ^{2,9,10,20}	512K ^{3,10,20}		
Reading and Me	128K ^{1,7,8}		512K ^{2,9,10,19,20}	512K ^{3,10,19,20}		
Read 'N Roll	128K ^{1,8}		512K ^{2,5,9}	512K ^{3,5}		
Spell It Plus!	128K ^{1,8}		512K ^{2,9,10,19,20}	512K ^{3,10,19,20}		
Speed Reader	48K	128K ^{14,16}	256K ²	256K ³	X ²¹	
Word Attack Plus!	128K ^{1,8}	128K ⁶	512K ^{2,3,19,20}	512K ^{3,19,20}		
Word Attack Plus Spanish	128K ^{1,8}		256K ^{2,9,20}	256K ^{3,20}		
Word Attack Plus French	128K ^{1,8}		256K ^{2,9,20}	256K ^{3,20}		
Your Personal Trainer for the SAT		1Mb ^{13,22}	512K ^{2,9,10,20}	512K ^{3,10,20}		

¹ Extended 80-column card required for Ile

² DOS 2.1 or higher required

³ DOS 2.11.24 or higher required

⁴ Direct Memory Access (DMA) chip

required on EX and HX models only

⁵ MCGA, VGA, EGA, or CGA required

⁶ Includes speech capability

⁷ Word Attack Mac version available

⁸ Talking IIGS Specific version available; requires 512K and ROM version 01 or higher

⁹ Will not run on II+

¹⁰ Will not run on IBM PC Jr.

¹¹ Supports 16 colors (EGA, MCGA, & VGA)

¹² ST, color, 512K or higher

¹³ DOS 2.11.22 or higher required

¹⁴ Will not run on Mac 512

¹⁵ HD access required key disk

¹⁶ MCGA, VGA or EGA require 384K

¹⁷ Runs on 512, Plus, SE only

¹⁸ Requires System 6.0 or higher. Runs in

color on SE/30 and II series with video

card.

¹⁹ Amiga DOS 2.1 or higher

²⁰ Talking MS-DOS version

²¹ MCGA, VGA, EGA, CGA or Hercules card

required

²² C64/128 only

²³ Requires System 6.04 or higher. Runs in

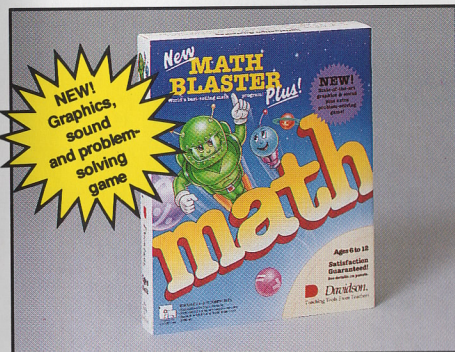
color on SE/30 and II series with video

card.

Best Selling Mathematics Software Of All Time

New Math Blaster® Plus!

Ages 6 to 12



New Math Blaster Plus presents outerspace graphics, animation, and sound, to motivate your children to build solid math skills and develop confidence.

"Students love the entertaining activities featuring the Blasternaut and his sidekick Spot."

Bob Lathroum
Computer Teacher
Centreville, Maryland

The next generation of Blasternauts are on the launch pad and preparing for blast off! New Math Blaster Plus rockets into a new dimension with cosmic new activities and graphics, including an arcade style game which is out of this world. It covers addition, subtraction, multiplication, division, fractions, decimals, percents and teaches over 750 math facts and problem-solving skills.

Suggested Retail Price:

\$49.95 (MS-DOS)

\$59.95 (Mac) Available Winter 1990!

Original Math Blaster Plus/Amiga, APL available for \$49.95

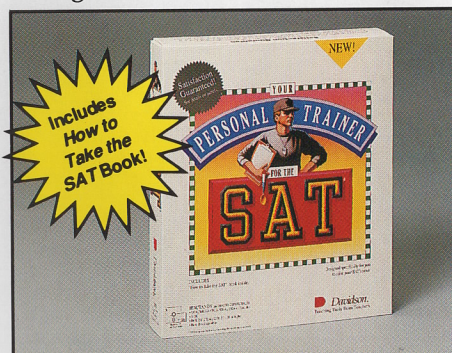
Atari ST \$29.95



NEW!

Your Personal Trainer for the SAT*

College-Bound Students



Your Personal Trainer for the SAT builds vocabulary, reading and math skills to help you get better scores on the SAT. Only Davidson's SAT program offers a challenging strategy game!

"I'm very impressed with the new Davidson program, Your Personal Trainer for the SAT."

Joni Newman, Inservice Specialist
Atlanta Public Schools

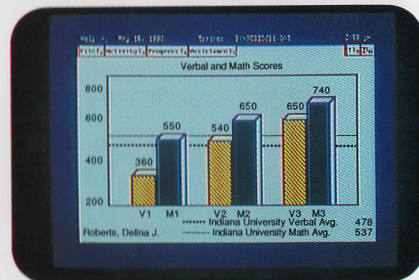
The step-by-step approach of Your Personal Trainer for the SAT analyzes the results of up to six diagnostic tests and then tailors a training program to address the student's strengths and weaknesses. Progress is charted using three-dimensional printable graphs that compare scores to the average SAT scores of 250 leading colleges and universities, or to the national average.

Suggested Retail Price:

\$49.95 (MS-DOS)

\$59.95 (Mac) Available Winter 1990!

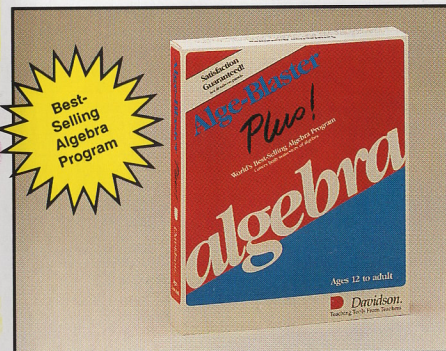
*SAT is a registered trademark of the College Entrance Examination Board.



Algebra

Alge-Blaster® Plus!

Ages 12 to adult



Alge-Blaster Plus covers 1st and 2nd semester algebra in one program and includes a challenging graphing game!

"Looking for the fun side of algebra?

The Alge-Blaster game is a space-age version of a shooting gallery with asteroids for targets and laser beams for guns."

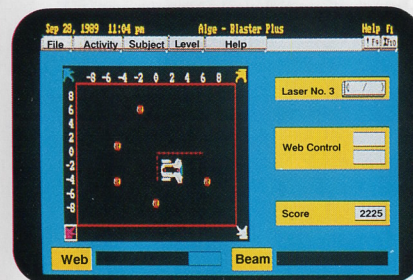
Compute Magazine

While covering both 1st and 2nd semester algebra in one program, Alge-Blaster Plus offers a step-by-step approach to algebra, and motivates students with helpful hint screens. There are five different learning activities and hundreds of algebraic equations, graphing games, and exercises for translating word problems into algebraic expressions. The program can be customized by adding your own algebra problems with an easy-to-use editor.

Suggested Retail Price:

\$49.95 (Apple, MS-DOS)

\$59.95 (Mac) Available Fall 1990



Spelling

Spell It® Plus

Ages 6 and up



Spelling becomes a fun and favorite subject as you master 1,000 commonly misspelled words and more than 20 important spelling rules. Free data disk for ages 6-9 included in every package.

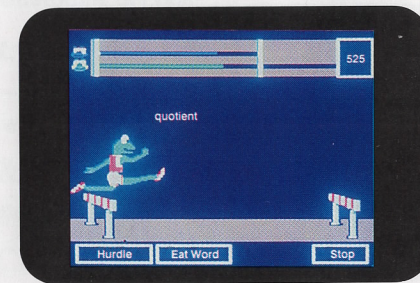
"My students have formed teams to learn and practice their spelling words using Spell It Plus! They don't want to do anything else. This program is a MUST for me!"

Nancy Todd
Eighth Grade Communications Teacher
Shawnee Mission, Kansas

Spell It Plus is an animated arcade-style game that makes learning fun and entertaining, while reinforcing spelling rules and spelling patterns. An amazingly athletic frog slam dunks basketballs, jumps hurdles, and rides waves as he takes the student through five progressive learning activities. The program can easily be personalized by adding your own words in English, French, Spanish, and German to each activity.

Suggested Retail Price:

\$49.95 (Apple, MS-DOS)



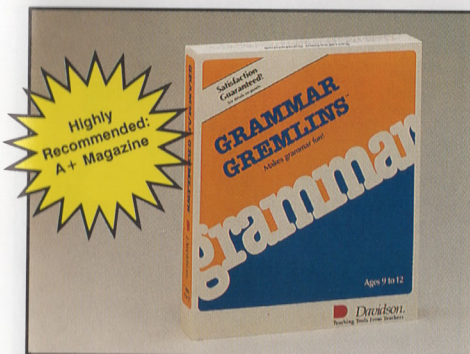
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Language Arts

Grammar Gremlins™

Ages 9 to 12



Grammar Gremlins develops language skills by creating an entertaining format for your children to understand and apply rules of grammar.

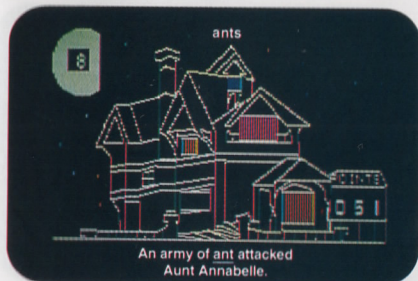
"I have never used any computer program that is as comprehensive as Grammar Gremlins in dealing with the rules of grammar."

Frank Ferraro
Educational Software Review
Electronic Learning Magazine

Grammar Gremlins challenges students to improve their grammar and encourages them to have fun while they're learning! It presents the basic rules of grammar with skill-building activities to improve writing and speaking skills. There is a diagnostic pretest to assess the child's knowledge of the material covered at each level, and a review test with a scoreboard that lists the subjects on which more practice is needed. A "haunted house" arcade-style game with a variety of learning activities adds to the fun.

Suggested Retail Price:

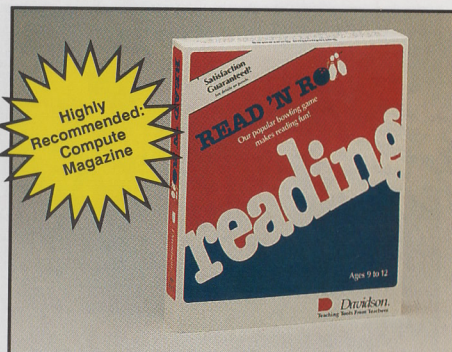
\$49.95 (Apple, MS-DOS)



Language Arts

Read 'N Roll™

Ages 9 to 12



Read 'N Roll's innovative approach to improving reading comprehension entertains your children as they learn with an arcade-style bowling game!

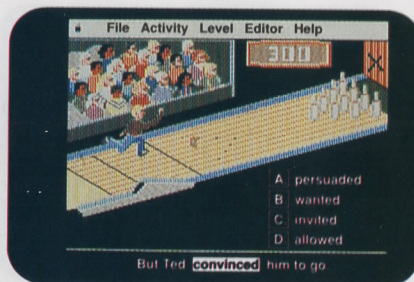
"Read 'N Roll allows teachers and parents to tailor reading exercises aimed at helping students better understand the contexts and inferences of words, as well as their meanings."

Compute Magazine

Students develop superior reading comprehension skills with Read 'N Roll's popular bowling game and motivating activities. The five reading skills covered teach children to recognize the main idea, recall key facts, identify the sequence of events, make inferences, and develop vocabulary. The action-packed vocabulary-building bowling game has a bowling scoreboard that keeps track of scores so students can continue to challenge themselves. To award outstanding scores, Read 'N Roll includes a feature that will print out a Certificate of Excellence.

Suggested Retail Price:

\$49.95 (Apple, MS-DOS)



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☐ 5-1/4" ☐ 3-1/2" ☐ IBM/PC ☐ APL ☐ MAC ☐ AMG ☐ C64/128 ☐ ATARI ST

Disk Size

Computer Type

Upgrade Offers - If you have *Math Blaster*, *Word Attack*, *Alge-Blaster*, or *Spell It*, you can upgrade to the "PLUS" versions of these award-winning programs. Just send us your existing *Math Blaster*, *Word Attack*, *Alge-Blaster* or *Spell It* program DISK ONLY with a check or money order for \$19.95 each. Davidson will send you the program upgrade kit including the new disk and manual. Upgrade also applies from the "Plus" version to the "New" version of Math Blaster Plus.

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Torrance, CA 90509

TOLL FREE 800-545-7677

PROGRAM DESCRIPTION	AGE	COMPATIBILITY	PRICE	QTY.	AMOUNT
Math and Me develops a life long love of math as animated monkeys help your child build early math skills. Speech available on IIGS version!	3 to 6	Apple, IIGS ^{2,3} , IBM	\$29.95 \$49.95 (IIGS)		
Reading and Me develops a life long love of reading as colorful clowns help your child build early reading skills. NEW! Speech available on IBM and IIGS versions!	4 to 7	Apple, IIGS ^{2,3} , IBM ³	\$39.95 \$49.95 (IIGS)		
Alge-Blaster Plus covers 1st and 2nd semester algebra in one program and includes a challenging graphing game!	12 to adult	Apple, IBM, COM ^{1,4} Mac version available Fall 1990	\$49.95 \$59.95 (Mac) \$29.95 (Com)		
Spell It Plus makes spelling a favorite subject. Master 1,000 commonly misspelled words and more than 20 spelling rules. New speech available on IBM version.	10 to adult	Apple, IBM, COM ^{1,4}	\$49.95 \$29.95 (Com)		
Grammar Gremlins develops language skills by creating an entertaining format for understanding and applying rules of grammar.	9 to 12	Apple, IBM	\$49.95		
Read 'N Roll's innovative approach to improving reading comprehension entertains your children as they learn.	9 to 12	Apple, IBM	\$49.95		
New Math Blaster Plus introduces state-of-the-art graphics, sound and animation to motivate children to build basic math and problem-solving skills.	6 to 12	IBM, Mac, Apple ⁵ , IIGS ⁵ , COM ^{1,4} , Amiga ⁵ , Atari ST ⁵ MAC avail. Winter 1990	\$49.95 (IBM, Amiga) \$59.95 (Mac) \$29.95 (Atari) \$29.95 (Com)		
Your Personal Trainer for the SAT offers practice tests then develops personalized training schedules to help you get better scores on the SAT.	college bound students	IBM Mac version available Winter 1990	\$49.95 \$59.95 (Mac)		
Math Blaster Mystery teaches strategies for solving math word problems and develops problem solving skills.	10 to adult	Apple, IBM, MAC	\$49.95		
Word Attack Plus teaches new words and definitions as students build vocabulary skills essential to reading and writing. French and Spanish versions available. IBM has speech.	10 to adult	Apple, IBM, MAC ^{1,6} , COM ^{1,4}	\$49.95 \$29.95 (Com)		
Homeworker: The Student Organizer is a word processor and much more to help you improve your grades and better organize your time.	12 to 18	Apple, IBM	\$49.95		
Speed Reader helps students increase reading speed and improve comprehension. Double, triple, or quadruple your reading speed.	14 to adult	Apple, IBM, MAC, COM ⁴	\$49.95 \$29.95 (Com)		

¹ Non-Plus version only

² \$49.95

³ IIGS/IBM versions offer high-quality speech, require 512K

⁴ Commodore 64/128 versions of Math Blaster, Word Attack, Spell It, Alge-Blaster and Speed Reader now available for \$29.95, a savings of \$20.00!

⁵ Original Math Blaster Plus version

⁶ Mac version has speech

Prices are subject to change

SUBTOTAL

CA residents add appropriate sales tax

(Domestic Only)* Shipping/handling \$3.00 1st program, \$1.50 each add'l

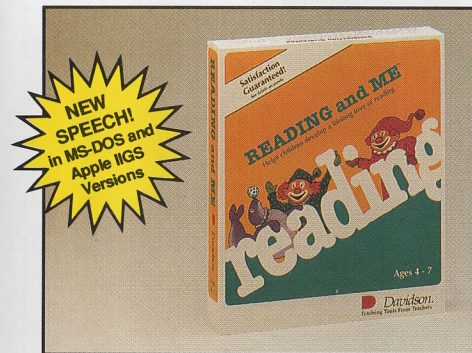
TOTAL

*International orders refer to international postal rates.

Early Learning

Reading & Me™

Ages 4 to 7



Reading & Me develops a life long love of reading as colorful clowns help your child build early reading skills.

"Super, educationally sound program for teaching reading-readiness skills. My kids love it!"

Rev Korman

Computer Consultant,

Los Angeles Unified School District

Reading & Me builds early reading skills by helping children learn to classify objects, recognize letters, read simple sentences, learn words, and understand phonics. With 12 learning games presented sequentially, the program grows with the child. The Davidson Early Learner Interface provides easy access to activities using either the mouse or the keyboard. As a reward for completing an activity, a graphic certificate can be printed with the child's name and clown illustrations for coloring. FREE coloring book included!

Suggested Retail Price:

\$39.95 (Apple, MS-DOS)

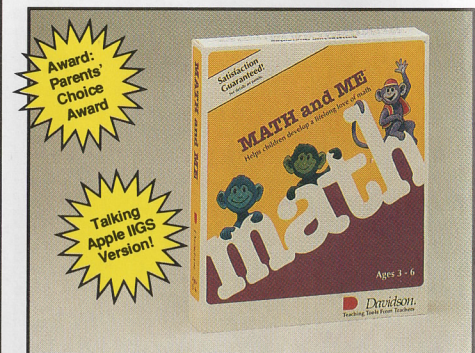
\$49.95 (Talking Apple IIGS)



Early Learning

Math & Me™

Ages 3 to 6



Math and Me develops a life long love of math as animated monkeys help your child build early math skills.

"Teachers, parents, and students find Math and Me effortless to run, colorful, and captivating. Math and Me is an excellent first math program for the 3-to-6-year-old in your life."

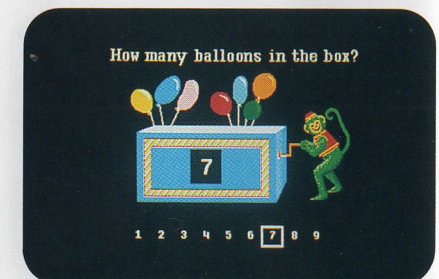
Home Office Computing

Math & Me develops confidence and introduces children to the math-readiness concepts of shapes, numbers, patterns, and simple addition. Our unique Davidson Early Learner Interface provides easy access and mobility within the program, using either the mouse or the keyboard. The material is presented in a logical sequence, so the program grows with the child. An award for completing an activity is provided by a printed graphic certificate with the child's name and a picture of the Math & Me monkey for coloring. FREE coloring book!

Suggested Retail Price:

\$29.95 (Apple, MS-DOS)

\$49.95 (Talking Apple IIGS)



TOLL FREE 800-545-7677

Math Problem-Solving

Math Blaster® Mystery

Ages 10 through adult



Math Blaster Mystery uses graphics and animation to help students develop strategies for solving math word problems and improve critical thinking skills.

"I want you to know that my 9- and 11- year olds will fight over playing Nintendo. But when they were sitting down with Math Blaster Mystery, they were helping each other solve the puzzles! Nintendo eat your heart out!!!"

Jim Wellman
Reviewer, The Source

You're the detective in Math Blaster Mystery as you climb from Computation Cadet to Chief Problem Solver. Four engaging activities can be used at any one of four difficulty levels. Students learn to apply inductive and deductive reasoning with whole numbers, fractions, decimals, and percents, positive and negative numbers, interest and principle, and pre-algebraic concepts.

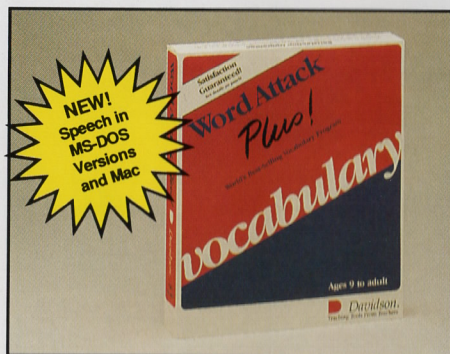
Suggested Retail Price:
\$49.95 (Apple, MS-DOS, Mac)



Vocabulary Building

Word Attack® Plus

Ages 10 through adult



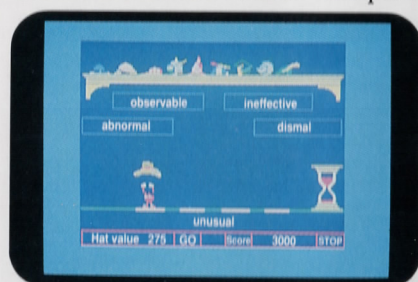
Word Attack Plus teaches new words and definitions as students build vocabulary skills essential to reading, writing and speaking. Arcade-style game builds the fun!

"The captivating collection of activities in Word Attack Plus is certain to draw children into learning about words and sounds."

Lafe Low
Review Editor, inCider Magazine

Word Attack Plus improves vocabulary skills as students learn the correct spelling and definition of words. Within the editor, optional fonts can be accessed for adding words in English, French, German, or Spanish. Also available are Word Attack Plus French and Word Attack Plus Spanish, which build beginning vocabulary for travelers or beginning French and Spanish students with five interactive learning activities covering over 950 useful, everyday vocabulary words.

Suggested Retail Price:
\$49.95 (Apple, MS-DOS)
Word Attack available for Mac. Has speech.

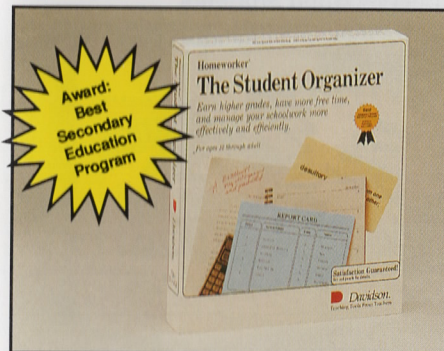


Productivity

Homeworker®

The Student Organizer

Ages 12 to 18



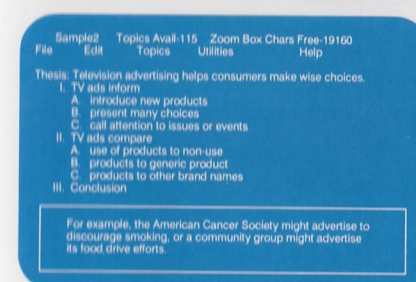
Take Charge! With Homeworker: The Student Organizer you can learn the tips to improve your grades and better organize your time.

"Personally, I think Homeworker is the 'wave of the future.' I can see a time when nearly every student will have one. It's fantastic."

Donna Young
Software Exploration for Educators
University of Missouri at Kansas City

With The Student Organizer, students can earn higher grades, have more free time, and manage schoolwork more effectively and efficiently. The program is a complete productivity software package, designed to aid students in outlining and writing term papers, learning facts and formulas, recording and projecting grades, and managing study time. The program also features a multifaceted pop-up calculator.

Suggested Retail Price:
\$49.95 (Apple, MS-DOS)



Speed Reading and Comprehension

Speed Reader™

Ages 14 through adult



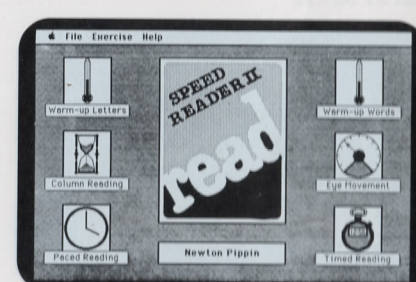
Reading specialists designed this award-winning program to help students double, triple, even quadruple their reading speed while also increasing comprehension.

"Speed Reader can help high school and college students become faster and more efficient readers, enjoy reading more, and understand and retain what they read."

Gwen Solomon
Home Office Computing

The six learning activities were designed to increase rate of perception, improve peripheral vision, and develop correct eye movements. There is a quiz to test comprehension, and the special editor allows entries of additional reading material and a built-in grade level analyzer determines its level of difficulty.

Suggested Retail Price:
\$49.95 (Apple, MS-DOS, Mac)
\$29.95 (C64/128)



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Davidson.

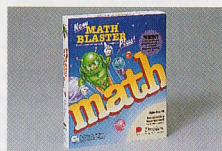
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NEW!
Your Personal
Trainer for the SAT



New Math
Blaster Plus!

Order these Davidson software programs TODAY to help your kids get better grades!

GRADE LEVEL	Pre-K	1	2	3	4	5	6	7	8	9	10	Adult
-------------	-------	---	---	---	---	---	---	---	---	---	----	-------

PROGRAM	AGE LEVEL														
	3	4	5	6	7	8	9	10	11	12	13	14	15	Adult	

Alge-Blaster Plus!														Algebra
Grammar Gremlins														Grammar
Homeworker The Student Organizer														Student Productivity
Math & Me														Early Math
Math Blaster Mystery														Math Problem Solving/ Logical Thinking
New Math Blaster Plus!														Basic Math And Problem Solving
Reading and Me														Reading Readiness
Read 'N Roll														Reading Comp
Your Personal Trainer for the SAT														College Preparation
Speed Reader														Reading Speed /Comp
Spell It Plus!														Spelling
Word Attack Plus!														Vocabulary
Word Attack Plus Spanish/French														Beginning Spanish/French Vocabulary